



2022 Sponsorship & Marketing Opportunities



Lafayette Chamber of Commerce 203 E. Simpson Lafayette, CO 80026 303-666-9555
info@lafayettecolorado.com

As you plan for 2022, the Lafayette Chamber would like for you to consider unique ways to promote your business. Sponsoring provides your business with brand awareness, recognition, and media exposure while making a statement that you are invested in your Community.

THERE'S AN OPPORTUNITY FOR BUSINESSES BIG & SMALL

The Lafayette Chamber depends on business sponsorships to put on these successful events in our community.

The Chamber/Special Events are locally and regionally recognized as the best along the entire Front Range. As a sponsor, your name will literally be seen by thousands of residents and visitors to Lafayette.

We can bill you in two or four installments and accept cash, checks and Visa/MasterCard/American Express.

Please look over the levels in this packet carefully, as they have changed. You can sponsor many events in one of our packages or just sponsor a specific event. Sponsorship and Membership in the Chamber are separate.

Where We Market

Newspapers—42 ads in the following publications

Daily Camera	Broomfield Enterprise	Colorado Hometown Weekly
Denver Post	Boulder Magazine	Kid's Pages
Colorado Runner's Magazine	Who Fish	City of Lafayette

Local News Outlets—featured stories—Channels 2, 4, 7 and 9

Local News Mediums

Lafayette Chamber website	Online event calendars
City of Lafayette website	Press releases to local news outlets
Posters in area businesses	Facebook and Instagram posts
Chamber newsletter inserts	Chamber electronic emails

2022 EVENTS

Lafayette Oatmeal Festival—January 8, 2022

Chamber Dinner—June TBD

Black Diamond Open Golf Tournament—September 19, 2022

Celebrate July 4th—July 4, 2022

Lafayette Peach Fest—August 20, 2022

Lafayette Brew Fest—September 24, 2022

Annual Par-Tee @ Top Golf—TBD

SPONSORSHIP PACKAGES

PRESENTING SPONSOR— \$4,500

Print Media:

- ◆ Company name listed as the Presenting Sponsor for **Peach Fest or July 4th**
- ◆ Company name & logo on **ALL** print /electronic promotional material for **ALL Special Events**—Oatmeal, July 4th, Peach and Brew Fest
- ◆ Press Release about your Sponsorship

Onsite:

- ◆ Complimentary booth space at **ALL** Special Events
- ◆ Company logo displayed at **ALL** Special Events and Black Diamond Open Golf Tournament
- ◆ Major Sponsor—Black Diamond Open Golf Tournament. *Includes a Hole, Skill Hole & Cart Sponsorship; Display of company logo; Major Sponsor flag; presence on Hole In One; name displayed on registration form, golfers' goodie bags & at lunch*
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

Website:

Company logo & link on website home page & Facebook

Banner Ad—Home Page

Enhanced website Directory Listing

PLATINUM SPONSOR — \$3,500

Print Media: Company name & logo on **ALL** print/electronic promotional material for **ALL Special Events**—Oatmeal, July 4th, Peach and Brew Fest.

Onsite:

- ◆ Complimentary booth space at **ALL** Special Events
- ◆ Company logo displayed at **ALL** Special Events and Black Diamond Open Golf Tournament
- ◆ Exclusive Tee or Green recognition on 3 premium holes in Black Diamond Golf Tournament
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

Website:

Company logo and link on website home page and Facebook

Enhanced Website Directory listing

Banner Ad—Search Pages

SPONSORSHIP PACKAGES

GOLD SPONSOR— \$2,500

Print Media:

Company name & logo on **ALL** print /electronic promotional material for **2 Special Events**—Oatmeal, July 4, Peach or Brew Fest

Onsite:

- ◆ Complimentary booth space at **2** Special Events
- ◆ Company logo displayed at **2** Special Events and Black Diamond Open Golf Tournament
- ◆ Major Sponsor for the Black Diamond Golf Tournament
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner*
- ◆ 4 free tickets to Annual Dinner

Website:

- ◆ Company logo and link on website home page and Facebook
- ◆ Enhanced Website Directory Listing

SILVER SPONSOR — \$1,500

Print Media:

- ◆ Company logo on **ALL** print /electronic promotional material for **2 Special Events**—Oatmeal, July 4, Peach or Brew Fest

Onsite:

- ◆ Company logo displayed at **2** Special Events and Black Diamond Open Golf Tournament.
- ◆ Major Sponsor for the Black Diamond Golf Tournament
- ◆ 4 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner. 4 Free Tickets*

Website: Company logo and link on website home page and Facebook.

RUBY SPONSOR — \$1,500—Non Chamber Member add \$300.00

◆ Print Media:

- ◆ Company logo displayed in all print /electronic promotional material for **PEACH ONLY!**

- ◆ Onsite: Complimentary booth space at **PEACH ONLY**

BRONZE SPONSOR— \$1,000

- ◆ Print Media: Company name & logo on **ALL** print /electronic promotional material for **1** Special Event—Oatmeal, July 4, Peach or Brew Fest

Onsite:

- ◆ Peak Sponsor for the Black Diamond Golf Tournament
- ◆ 2 golfers in the Black Diamond Golf Tournament
- ◆ Annual Dinner & Awards Ceremony Sponsor, *Company name displayed on invitation, program and special recognition at the dinner + 2 Free tickets*
- ◆ Website: Company logo on website home page and Facebook

SPONSORSHIP PACKAGES

BLACK DIAMOND GOLF TOURNAMENT SPONSOR

Major Sponsor \$500

Includes a Hole, Skill Hole & Cart sponsorship, display of company logo, major sponsor flag, presence on Hole in One, company name displayed on registration form, golfers' goodie bags and at the lunch.

Hole \$100

Individual golfer \$125

PAR-TEE @ TOP GOLF SPONSOR

Entry Fee is \$100 and includes:

3 Hours of Top Golf friendly competition

Fajita Fiesta Buffet in private room

Bottomless soda, iced tea, water—alcohol for sale

Golf pro to oversee logistics

Leaderboard & scorecards

ACE \$1000—6 players included

6 drink coupons

Company name and logo prominently featured all marketing materials

Recognition on Chamber website and social media

Exclusive advertising in food area

BIRDIE \$500—2 players included

Company name featured in all marketing materials

BAY Sponsor \$200

Signage at golf bay entrance & golf bay table

LAFAYETTE BREW FEST PRESENTING SPONSOR—\$3500

Print Media:

Company logo/name as Presenting Sponsor on **ALL** print /electronic promotional material/Lafayette Brew Fest

Name printed as Presenting Sponsor on Souvenir Cups

Press Release about your company as Presenting Sponsor

Onsite: Company Logo/Name displayed

2 Complimentary booth spaces

Bonus: Complimentary 100 pours and 6 souvenir cups

THE HOMEBREWER—\$500—CHAMBER MEMBERS ONLY

Print Media:

Company logo displayed on ALL print/electronic promotional material for Lafayette Brew Fest

1 Complimentary booth space

Website: Company logo and link on website event page and Facebook

Bonus: Complimentary 20 pours and 2 souvenir cups

THE TASTER—\$250 - CHAMBER MEMBERS ONLY

Onsite: Company logo displayed @ Brew Fest

SPONSORSHIP PACKAGES

PRESENTING SPONSOR—JULY 4TH CELEBRATION

Presenting Sponsor **\$4500**

See benefits under Presenting Sponsor on page 3

Also included: VIP Reserved Seating

Gold Salute Fireworks Sponsor **\$4000**

- ♦ Logo displayed in ALL print/electronic promotional material
- ♦ Logo displayed larger on Fireworks Sponsor Banner
- ♦ Complimentary booth space at July 4th
- ♦ 15 VIP Viewing / 15 Drink tickets

Silver Salute Fireworks Sponsor **\$2500**

- ♦ Logo displayed in ALL print/electronic promotional material
- ♦ Logo displayed larger on Fireworks Sponsor Banner
- ♦ Complimentary booth space at July 4th
- ♦ 10 VIP Viewing / 10 Drink Tickets

All American Fireworks Sponsor **\$1500**

- ♦ Logo displayed in ALL print/electronic promotional material
- ♦ Logo displayed larger on Fireworks Sponsor Banner
- ♦ Complimentary booth space at July 4th
- ♦ 5 VIP Viewing / 5 Drink Tickets

Pop Rocket Fireworks Sponsor **\$500**

- ♦ Name displayed in ALL print / electronic promotional material
- ♦ Logo displayed on Fireworks Sponsor Banner

Stars and Stripes Band Sponsor **\$500**

- ♦ Name displayed in ALL print / electronic promotional material
- ♦ Logo displayed on Band Sponsor Banner

Sparkler Level **\$250**

- ♦ Name displayed on Band Sponsor Banner

Bonus: Your name seen by up to 7,000 attendees for 1 event

LAFAYETTE CHAMBER SPONSORSHIP COMMITMENT

COMPANY NAME (as you want it to appear in advertising) _____

CONTACT NAME _____

ADDRESS: _____ CITY: _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

YES, I want to help support the Chamber by being a sponsor (*Check all that apply*)

_____ **PRESENTING Sponsor Peach Fest or July 4th (\$4,500) *All Events**

_____ Platinum Sponsor (\$3,500)

*All Events

_____ Gold Sponsor (\$2,500)

* Pick 2 _____ Oatmeal _____ July 4 _____ Peach _____ Brew Fest

_____ Silver Sponsor (\$1,500)

* Pick 2 _____ Oatmeal _____ July 4 _____ Peach _____ Brew Fest

_____ Ruby Sponsor (\$1,500)

* Peach ONLY (Additional \$300 for Non-Chamber members)

_____ Bronze Sponsor (\$1000)

* Pick 1 _____ Oatmeal _____ July 4 _____ Peach _____ Brew Fest

Brew Fest Sponsor

_____ The Master Brewer (\$3,500)

_____ The Home Brewer (\$500) Chamber Members Only

_____ The Taster Sponsor (\$250) Chamber Member Only

Black Diamond Golf Tournament

_____ Major Sponsor (\$500)

_____ Hole Sponsor (\$100)

_____ Individual Golfer (\$125)

Par-Tee @ Top Golf

_____ Ace Sponsor (\$1000)

_____ Eagle Sponsor (\$750)

_____ Birdie Sponsor (\$500)

_____ Bay Sponsor (\$200)

July 4th Celebration

_____ Gold Salute Fireworks Sponsor (\$4000)

_____ Silver Salute Fireworks Sponsor (\$2500)

_____ All American Sponsor (1500)

_____ Pop Rocket Fireworks Sponsor (\$500)

_____ Stars & Stripes Bank Sponsor (\$250)

_____ Sparkler (\$250)

TOTAL AMOUNT: \$ _____ I'VE ENCLOSED A CHECK _____ BILL ME _____

What month would you like to be billed? _____

Please bill me in _____ 2 installments _____ 4 installments

_____ CHARGE IT _____ VISA _____ MASTERCARD _____ AMERICAN EXPRESS

CARD NUMBER: _____ EXP. DATE _____ 3 Digit Security Code _____

NAME ON CARD _____ SIGNATURE _____

Mail or email your completed form to:
Lafayette Chamber, 203 E. Simpson, Lafayette, CO 80026
303-666-9555 info@lafayettecolorado.com

Thank you to our 2021 Sponsors!



Presenting Sponsors:



Platinum Sponsors:



Gold Sponsors:



Silver Sponsors:

Lafayette Lumber

Les Schwab Tire Center

Monark Insurance Agency

Stem Ciders

Daily Camera

DeSantis Law

Lafayette Florist

Bronze Sponsors:

Good Samaritan Medical Center

Foundation

Rock Creek Curling

Igadi

Mr. Handyman

Other Sponsors:

Scott's Roofing

The Read Queen

Anspach's Jewelry

Postnet

Kumon of Lafayette

Trailridge Realtors

Properties Buy Design/

ReMax Nexus

In-Kind Sponsors:

Boulder Magazine

Eldorado Natural Spring Water

Confluence Small Business

Collective

Colorado Party Rentals

Lionsgate Event Center

City of Lafayette

YMCA of Northern Colorado

For Sponsorship Information 303-666-9555